

DECEMBER 1995
SHIPMENT SUMMARY
VOLUME & SHARE

Revised as of 1/10/96

	VOLUME				VOLUME % CHANGE			
	<u>DEC.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>	<u>DEC.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>
Industry	39,961	121,294	481,204	481,204	-3.5%	0.9%	-1.7%	-1.7%
PM	18,883	57,102	221,794	221,794	2.6%	4.3%	1.1%	1.1%
RJR	9,996	30,624	123,471	123,471	-7.2%	0.7%	-5.4%	-5.4%
B&W	6,589	21,015	86,737	86,737	-15.9%	-9.3%	-5.4%	-5.4%
Lorillard	3,212	9,869	38,581	38,581	0.5%	8.9%	5.4%	5.4%
Liggett	1,273	2,659	10,525	10,525	7.6%	-4.6%	-7.0%	-7.0%

	SHARE				SHARE CHANGE			
	<u>DEC.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>	<u>DEC.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>
PM	47.25	47.08	46.09	46.09	2.79	1.53	1.29	1.29
RJR	25.01	25.25	25.66	25.66	-0.99	-0.05	-1.00	-1.00
B&W	16.49	17.33	18.02	18.02	-2.45	-1.95	-0.70	-0.70
Lorillard	8.04	8.14	8.02	8.02	0.32	0.60	0.55	0.55
Liggett	3.19	2.19	2.19	2.19	0.33	-0.13	-0.12	-0.12

* Based on MSA Total US Database

2060077801

Month 1/10/96/EJ

DECEMBER 1995
PREMIUM SHIPMENT SUMMARY
VOLUME & SHARE

Revised as of 1/10/96

	VOLUME				VOLUME % CHANGE			
	<u>DEC.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>	<u>DEC.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>
Industry	28,293	85,787	336,636	336,636	-0.3%	5.3%	1.9%	1.9%
PM	15,761	47,489	183,349	183,349	3.3%	7.0%	3.5%	3.5%
RJR	6,367	19,375	77,329	77,329	-4.1%	5.3%	-0.6%	-0.6%
B&W	2,767	8,825	36,470	36,470	-11.2%	-4.7%	-2.9%	-2.9%
Lorillard	3,074	9,392	36,778	36,778	0.1%	8.2%	5.0%	5.0%
Liggett	316	681	2,613	2,613	11.1%	-5.5%	-7.6%	-7.6%

	SHARE				SHARE CHANGE			
	<u>DEC.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>	<u>DEC.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>
Industry				69.94				2.49
PM	55.71	55.36	54.47	54.47	1.94	0.88	0.85	0.85
RJR	22.50	22.59	22.97	22.97	-0.89	-0.01	-0.57	-0.57
B&W	9.78	10.29	10.83	10.83	-1.20	-1.08	-0.53	-0.53
Lorillard	10.87	10.95	10.93	10.93	0.04	0.30	0.33	0.33
Liggett	1.12	0.79	0.78	0.78	0.11	-0.09	-0.08	-0.08

* Based on MSA Total US Database

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MonthPrem 1/10/96/E

DECEMBER 1995
DISCOUNT SHIPMENT SUMMARY
VOLUME & SHARE

Revised as of 1/10/96

	VOLUME				VOLUME % CHANGE			
	<u>DEC.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>	<u>DEC.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>
Industry	11,668	35,508	144,568	144,568	-10.4%	-8.3%	-9.2%	-9.2%
PM	3,122	9,614	38,445	38,445	-0.8%	-7.2%	-9.1%	-9.1%
RJR	3,629	11,249	46,142	46,142	-12.1%	-6.3%	-12.6%	-12.6%
B&W	3,822	12,191	50,267	50,267	-19.0%	-12.3%	-7.2%	-7.2%
Lorillard	137	477	1,802	1,802	10.9%	23.4%	14.6%	14.6%
Liggett	957	1,977	7,912	7,912	6.5%	-4.3%	-6.8%	-6.8%

Industry	SHARE				SHARE CHANGE			
	<u>DEC.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>	<u>DEC.</u>	<u>3MM</u>	<u>YTD</u>	<u>12MM</u>
Industry			30.04					-2.49
PM	26.76	27.07	26.59	26.59	2.58	0.31	0.06	0.06
RJR	31.11	31.68	31.92	31.92	-0.60	0.68	-1.22	-1.22
B&W	32.76	34.33	34.77	34.77	-3.51	-1.57	0.76	0.76
Lorillard	1.18	1.34	1.25	1.25	0.23	0.35	0.26	0.26
Liggett	8.20	5.57	5.47	5.47	1.30	0.23	0.14	0.14

* Based on MSA Total US Database

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MonthDisc 1/10/96/EJC